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Special Offer of Flower Seeds

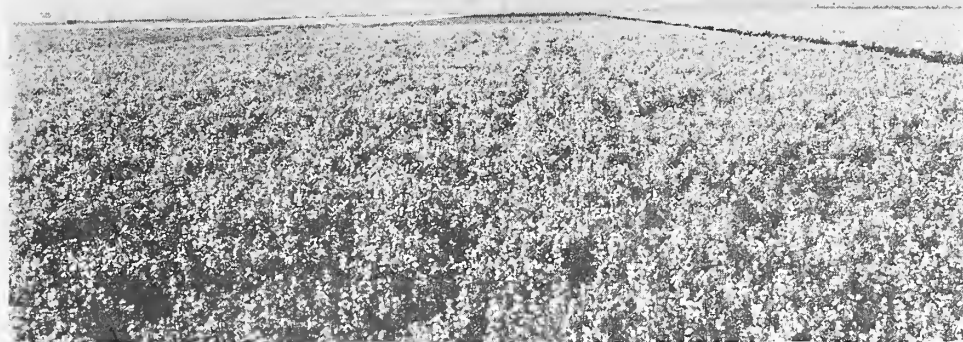
For IMMEDIATE Sowing

from **Geo. J. Ball, West Chicago, Ill.**

BALL Winter Peas

BALL ROSE

OUR FINEST WINTER PEA



BALL ROSE is a deep sparkling rose pink, a high-class commercial color. The color is so bright that all ordinary rose colors seem faded when compared with it. Very freely produced on long, graceful stems. Awarded the highest honors wherever shown, including a certificate of merit at the National Flower Show at Louisville, Ky. 1 oz., \$1.00; 4 ozs., \$3.50; 1 lb., \$10.00.

BALL ORANGE. The most glowing and attractive color we have in early peas. A clear rich dark orange without a trace of cerise or dark shading.

Awarded S. A. F. Gold medal at Louisville National Flower Show. 1/2 oz., \$1.00; 1 oz., \$2.00; 4 ozs., \$7.00; 1 lb., \$24.00.

BALL BLUE. A large clear even Spencer blue, freely producing 4 flowers on long stems. Holds its clear even blue color under all weather conditions. 1 oz., 85c; 4 ozs., \$3.00; 1 lb., \$10.00.

WHITE HARMONY. The last word in fine long-stemmed white peas. It is black-seeded and therefore easily started. 1 oz., \$1.00; 4 ozs., \$3.00.

GIANT ROSE. This is well named, for in size, deep rose color and extra strong growth, this is a supremely fine rose. 1 oz., \$1.00; 4 ozs., \$3.00; 1 lb., \$12.00.

SPRINGSONG. A Morse production. Extra large, freely produced rose suffused salmon. A fine commercial color. 1/2 oz., \$1.00; 1 oz., \$2.00; 4 ozs., \$7.00; 1 lb., \$25.00.

FOR 25 years our great specialty. In selling sweet pea seed, as well as all the specialties we are interested in, our position is an advantageous one in that we are large growers for an exacting market.

Our seed business is built up on the fact that we know from practical experience what we are asking you to buy. We realize fully that it is as much to our interest as it is to yours to offer you "ALL THE BEST AND NOTHING ELSE," and in the following list of peas you will find just that. Write for quotations on large quantities.

Geo. J. Ball

"ALL THE BEST" STANDARD VARIETIES

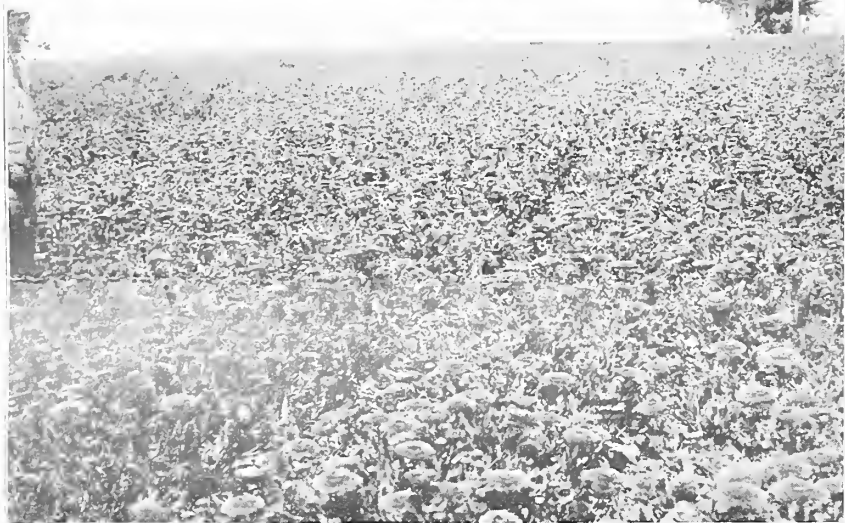
	1 Oz.	4 Ozs.	1 lb.
Columbia. Finest Blanche Ferry pink.....	\$0.50	\$1.50	\$5.00
Ball Rose Queen. Best long-stemmed rose.....	.65	2.00	7.00
Superior Pink. Rich dark rose.....	.65	2.00	7.00
Zvolanek's Rose. Standard rose.....	.50	1.75	6.00
Rose Queen. Standard light rose.....	.40	1.50	5.00
Jeanne Mamitsch. Extra long-stemmed rose.....	.65	2.25	7.00
Fair Maid. Large, light rose.....	.50	1.50	5.50
Pink Cherokee. Bright cream pink.....	.65	2.00	7.00
Louise Gude. Standard rose.....	.50	1.50	5.50
Harmony. Finest standard lavender.....	.50	1.75	6.00
Lavender King. Standard rosy lavender.....	.50	1.75	5.50
Sweet Lavender. Light lavender; not tall.....	.50	1.75	5.50
Quaker Lady. Rosy lavender.....	.40	1.50	5.00
Blue Bird. Standard blue.....	.50	1.75	6.00
True Blue. Even true blue.....	.50	1.50	5.50
Blue Jacket. Extra dark blue.....	.40	1.50	5.00
Silver Blue. Light or silver blue.....	.50	1.75	6.00
Mrs. Harding. Light blue.....	.50	1.75	6.00
Snowstorm. Standard white.....	.50	1.75	6.00
White Star. Black-seed'd white.....	.50	1.50	5.50
Burpee Orange. Standard orange.....	.65	2.50	8.00
Mrs. Kerr. Rich salmon.....	.65	2.50	7.00
Eldorado. Orange salmon.....	.75	2.50	8.00
Vu'can. Brilliant scarlet orange.....	.50	1.75	6.00
Early Bright Light. Improved Vulcan.....	1.00	3.50	12.00
Grenadier. Rich scarlet; long stem.....	.65	2.25	8.00
Flamingo. Orange suffused salmon.....	.50	1.75	6.00
Gorgeous. Large salmon cerise.....	.50	1.50	5.50
Glitters. Fiery orange scarlet.....	.50	1.75	6.00
Cheval'er. Extra large deep rose.....	.50	1.75	6.00
Glorious. Clear rosy purple.....	.50	1.75	5.00
Yarrowa. Long stem, rose and cream.....	.50	1.75	5.00
Harlequin. Striped deep chocolate.....	.50	1.75	5.00
Early Meadow Lark. Clear deep cream.....	.50	1.50	5.00
All the Best Mixture. Finely balanced mixture.....	.40	1.50	4.90

For the LATE or SUMMER Flowering Kind - Turn the Page

BALL CALENDULAS

Standard of the World

100% PURE GOLD



ONE OF OUR FIELDS OF OUR NEW STRAIN OF GOLD CALENDULA

To insure our supply we have three such lots of this strain growing in California. Photographed at Salinas, Calif., June 1, 1928.

BALL CALENDULAS will not develop strong and double unless you grow them cool, 40-45 at night with all the air possible. Green-fly weakens them rapidly and for fine large flowers they must be dis-budded.

ORIGINATED by us and introduced in 1922, this strain is internationally recognized as the best because of its long stem, large and uniformly double flowers. It is in a class entirely by itself. Any long-stemmed large-flowering Calendula is necessarily of the Ball type. As originator of this Calendula, I can say with pride that it is a profitable crop to all branches of the trade that handle it, from the grower to the retailer who sells the flowers. Every season we give considerable time and greenhouse space to making selections for improvements and next season we shall have a distinctly longer-stemmed type of our BALL Orange to offer. Also an entirely new shade of Apricot, and still another that is nearly clear white. We do not say that BALL Calendula cannot be improved, but we do say that "when better Calendulas are to be had **we will have them.**"

(With apologies to General Motors).

We have three distinct types to offer:

BALL'S ORANGE IMPROVED. Extra large, uniformly double, with a glowing, deep orange color.

BALL'S GOLD. Deep golden yellow, extra large, with an extra long stem. Our strain of this is a new selection we have developed and is much superior to the stock we originally released. Fully 99% true to color.

BALL'S SUPREME. A light cadmium orange, a decidedly lighter shade than our regular orange; it has the additional attraction of a rich, dark brown eye. Not quite so large as our orange, but this is more than balanced by its freer-flowering habit. We find this clearly the most profitable of the three. Prices on all **BALL CALENDULAS:** Trade Pkt., 50c; 1/4 oz., \$1.00; 1/2 oz., \$2.00; 1 oz., \$3.00.

BALL'S LEMON QUEEN. Light or lemon yellow color. Though not a Ball Calendula, we have greatly improved this variety; our strain will be found quite large, fully double and fairly long-stemmed. 1/4 oz., 25c; 1 oz., 75c.

BALL SUMMER PEAS

THIS is the Late-Flowering, original type of sweet peas; the growth is heavy and very strong and for this reason is adapted to outdoor planting. We find them valuable to sow thin with Early-Flowering planted after Mums. After the Early kind have exhausted themselves in the spring these late ones will push through and flower profusely well into June.

If sown outdoors very late in the fall and a warm spell of weather does not start them, they will be ready to come on earlier in the spring than is possible by sowing outdoors at that time.

Our friends in the Southern States find November and December the right time to sow this late type outdoors. Should they be threatened with a freeze after they are well up, a covering with any loose material will safely protect them. We issue a circular that fully covers the growing of this profitable outdoor crop; we will gladly send it to you on request. The kind we find the very best are starred.*

NOTE: The 4-oz. or 1-lb. price does not apply to orders made up of more than one kind; for instance, if 4 oz. or 1 lb. of two, three or more kinds are ordered, the full 4-oz. or lb. price on each should be allowed.

"ALL THE BEST" MIXTURE of late or summer-flowering kinds. Ours is a carefully balanced mixture of all the best cut flower colors and is priced at: 1 oz., 20c; 4 oz., 65c; 1 lb., \$2.00; 5 lbs., \$9.00.

PINKIE. An extra large, deep rose with an extra strong growth and free-flowering habit. This is a first-class commercial kind and we regard it as the most valuable florist variety on our list.

1/2 oz., 50c; 1 oz., \$1.00; 4 oz., \$3.00; 1 lb., \$10.00.

The following is the standard list in the late summer varieties of peas:

***HEBE.** The standard rose pink.

HAWLMARK PINK. Deep rose pink shaded salmon.

ELFRIDA PEARSON. Finest clear light pink.

MARGARET ATLEE. Standard cream pink.

***MISS CALIFORNIA.** Extra fine, bright rose shaded salmon.

MARY PICKFORD. Finest cream pink.

MRS. CUTHBERTSON. Pink and white bicolor.

SUPREME. Large bright shell pink.

YOUTH. Light bicolor pink; very attractive.

***CONSTANCE HINTON.** Standard black-seeded white.

***EDNA MAY IMPROVED.** Finest white-seeded white.

***POWERSCOURT.** Finest clear lavender.

***AUSTIN FREDERICK IMPROVED.** Finest rosy lavender.

HAWLMARK LAVENDER. Best light lavender.

***BLUE BIRD.** The finest clear blue.

MRS. TOM JONES. Standard blue.

Prices on all the above list: 1/2 oz., 15c; 1 oz., 25c; 4 oz., 75c; 1 lb., \$2.50.



Pinkie as Grown by Disbudding or Cordonizing.

COMMANDER GODSALL. Deep violet blue.

CRIMSON KING. Extra fine sunproof crimson.

***ROYAL SCOT.** Orange scarlet; sunproof.

CAMPFIRE. Finest sunproof scarlet.

ROYAL PURPLE. Large rich purple.

WARRIOR. Deep bronze maroon.

MATCHLESS. Clear deep cream.

AMERICAN STOCKS

The increasing interest in Stocks the past few years by both the retail and the market grower is because of the increasing percentage of doubles in our American-grown seed.



Crop of Double-flowering Stocks in Greenhouses at Ball Gardens, West Chicago, Ill.

The varieties we find the choicest are starred*

PERPETUAL BRANCHING (Giant Perfection)

A valuable group that produces extra long stems and is of strong branching habit.

SNOWDRIFT. Fine, large, clear white.

PRINCESS ALICE. Early white; not suitable for single-stem planting.

LA FRANCE. Blush; nearly clear white; extra long-stemmed.

***ROSE.** Rose pink; fine standard color.

***HEATHAM BEAUTY.** Rose shaded terra cotta; extra fine.

MAY QUEEN. Extra long-stemmed dark lavender.

***EMPRESS AUGUSTA VICTORIA.** Silvery or light lavender; fine.

SAPPHIRE. Strong dark purple.

BEAUTY OF NICE

For long stems and branching habit, this group is very fine, closely resembling the Perpetual Branching in growth.

***MONT BLANC.** One of the finest whites.

***SUMMER NIGHT.** Deep blue or purple; extra early.

MONTE CARLO. Light or canary yellow.

***AURORA.** Golden buff shaded rose; extra fine.

SOUV. DE MONACO. Best crimson; very late.

UMBELLATA CANDYTUFT

For a Spring crop, sow at once and transplant seedlings about 6 inches apart, following a late Mum bed, and grow cold. This will produce a fine crop for spring. The following are the choice colors:

	Trade Pkt.	Oz.	Lb.
Carmine	25c	40c	\$4.00
Crimson	25c	40c	4.00
Lavender	25c	40c	4.00
Rose Cardinal	35c	75c	8.00
Flesh Pink	25c	50c	5.00
Lilac	25c	40c	4.00
White	25c	40c	4.00

SALMON KING. Salmon rose; strong growth and color.

COTE D' AZURE. Fine light blue or lavender.

AMERICAN BEAUTY. Deep rose pink.

BEAUTY OF NICE. Fine soft pink.

Prices on all PERPETUAL BRANCHING and BEAUTY OF NICE varieties: $\frac{1}{8}$ oz., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.50.

Either PERPETUAL BRANCHING or BEAUTY OF NICE CHOICE MIXED, priced at $\frac{1}{8}$ oz., 35c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.

IMPROVED BISMARK

A few varieties in this group, notably the White Bismarck, are a week to ten days earlier than either the Nice or Perpetual. The Bismarck do not branch as freely as either of these two, and this habit, combined with their long-stemmed growth, makes the Bismarck type especially desirable for cut flower growers.

WHITE. Extra early, clear white.

***ROSE.** Fine clear rose.

LILAC. Rich lilac lavender.

***LAVENDER.** Fine clear lavender.

CHAMOIS. Ivory tinted old rose.

GOLDEN BALL. Clear, rich ivory yellow.

Prices on all IMPROVED BISMARKS: $\frac{1}{8}$ oz., 50c; $\frac{1}{4}$ oz., \$1.00; $\frac{1}{2}$ oz., \$1.50; 1 oz., \$3.00.

IMPROVED BISMARK CHOICE MIXED. $\frac{1}{8}$ oz., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.50.

CENTAUREA CYANUS (Cornflower)

Fine, long-stemmed spring flowers that have sold in increasing quantities the past few years because of the attractive new colors now available. The demand generally calls for blue; fully 75% of all grown should be of this color.

We find the following to be the choicest florists' colors: Blue, Rose, White and Carmine. Priced at: Trade Pkt., 25c; 1 oz., 50c; $\frac{1}{4}$ lb., \$1.50; 1 lb., \$4.50.

CENTAUREA IMPERIALIS. This type are the showy, thistle-like flowers that no florist should be without. We find the following to be the choicest colors: Amaranth Red, Rose, Lilac, Deep Lavender, Brilliant Rose and White. Priced at: Trade Pkt., 25c, 1 oz., 75c; $\frac{1}{4}$ lb., \$2.25; 1 lb., \$7.00.

ANOTHER reason why Stocks as a catch crop should interest growers is the short time required to grow them—4 months from seed sowing or 3 months from transplanting. This is considerably less time than most annuals call for. When handled according to our system of growing, we find they pay out very well.

We issue a leaflet describing our plan of growing in full detail and will very gladly mail you a copy.

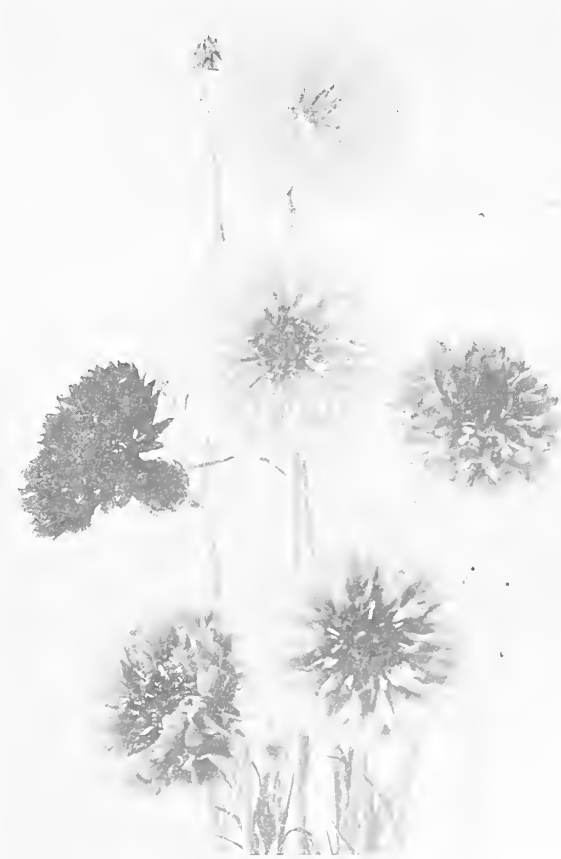
TEN WEEKS STOCKS

Of dwarf compact growth and branching habit. Fine for pot plants, but not long-stemmed enough for cut flowers.

BLOOD RED. **WHITE.** **LAVENDER.**
DEEP ROSE, CARMINE PINK, CANARY YELLOW

Prices on Ten Weeks colors: $\frac{1}{8}$ oz., 40c; $\frac{1}{4}$ oz., 75c; $\frac{1}{2}$ oz., \$1.25; 1 oz., \$2.50.

TEN WEEKS, CHOICE MIXED. $\frac{1}{8}$ oz., 35c; $\frac{1}{4}$ oz., 60c; $\frac{1}{2}$ oz., \$1.00; 1 oz., \$2.00.



Centaurea Cyanus.

AMERICAN ASTERS



WE HAVE been specializing in Asters for the past 25 consecutive years and during that time we have found them, as many others have, a paying crop. During recent years, however, the "yellows" has been a serious drawback in some sections. This is caused by the sting of a leaf hopper and can only be prevented by screening the hopper out.

Stem rot is comparatively an easy matter and is controlled by changing soil or location.

For the benefit of our Southern customers we add the following list of seeds:

Cut on this page shows a house of our BALL WHITE, the most perfect white Aster grown, and most growers besides ourselves find it clearly more resistant to stem rot than other varieties.

BALL ASTER. The finest mid-season, pure white branching Aster. Priced at: Trade Pkt., 50c; ¼ oz., 75c; ½ oz., \$1.25; 1 oz., \$2.00.

QUEEN OF THE MARKET. This is the standard early Aster. The following are the choicest colors: Crimson, Lavender, Shell Pink, Rose Pink, White and Purple. Priced at: ¼ oz., 35c; ½ oz., 60c; 1 oz., \$1.00.

EARLY ROYAL. This type grows about two feet high under ordinary conditions and immediately follows Queen of the Market. The following are the choicest market colors: Lavender, Purple,

Rose, White and Shell Pink. Priced as follows: ¼ oz., 40c; ½ oz., 65c; 1 oz., \$1.25.

AMERICAN BEAUTY TYPE. One of the finest of the late Asters, with vigorous growth. The following are the choicest colors: Azure Fairy, Lavender, Peachblossom, Shell Pink, a very popular shade; Purple, Rose and White. Priced as follows: ¼ oz., 60c; ½ oz., \$1.00; 1 oz., \$1.75.

AMERICAN BRANCHING. For many years this has been the standard late branching Aster. The following are the choicest market colors: Azure Blue, Lavender, Deep Rose, Peachblossom, Peer-

less Pink, White and Sensation (finest brilliant red). Priced as follows: ¼ oz., 40c; ½ oz., 65c; 1 oz., \$1.25.

CALIFORNIA GIANTS. Of the Crego type of flower, strictly non-lateral. The choicest colors are Deep Rose, Peachblossom, Light Blue, Dark Purple and Giant White. They are priced as follows: Trade Pkt., 50c; ¼ oz., 75c; ½ oz., \$1.50; 1 oz., \$2.50.

KING TYPE. Distinctively quilled or pointed petals. Best colors are Shell Pink, Rose, Lavender and White. Priced at: ¼ oz., 40c; ½ oz., 65c; 1 oz., \$1.25.

LARKSPUR

This is a very valuable item for florists and one of the earliest to grow. There are two distinct types of growth, the regular branching, or Stocks-Flowered, and the Hyacinth-Flowered, that does not branch, producing one fine, long spike. The latter flowers earlier and should be planted close.

LARKSPUR—STOCKS-FLOWERED

Exquisite Pink Improved. Nearly 100% true to color and improved in color and growth. Trade Pkt., 50c; 1 oz., \$2.00.

The standard kinds are Exquisite Pink, Newport Pink, Dark Blue, Sky Blue and Scarlet Rose. Trade Pkt., 25c; 1 oz., 75c.

LARKSPUR—GIANT HYACINTH-FLOWERED IMPROVED

Dark Blue, White, Pink, Purple. Trade Pkt., 25c; 1 oz., 90c.

GYPSOPHILA ELEGANS (Annual Gyp.) Valuable for cutting. Should be grown in shallow bed or flats. 1 oz., 25c; 4 oz., 75c; 1 lb., \$2.00; 5 lbs., \$8.00.

SNAPDRAGONS

Of the increasingly large number of new names in this line, we find the following distinctive and we believe the best. The following are in originators' packets:

	Pkt.
Jennie Schneider.....	\$1.50
Philadelphia Pink.....	1.00
Helen.....	1.00
Cheviot Maid.....	2.00
White Rock.....	1.00

The following are the finest of the standard kinds. They will be found fully as true to color and the germination will be stronger than greenhouse-grown seed:

	Trade Pkt.	¼ oz.	1 oz.
Climax. Orange yellow....	25c	50c	\$1.50
Empress. Crimson.....	25c	50c	1.50
Fawn. Terra cotta.....	25c		
Gloria. Deep rose.....	25c	50c	1.50
Golden Queen. Clear yellow....	25c	50c	1.50
Harmony. Orange shaded rose....	25c	40c	1.25
Ne'rose. Deep rose.....	25c	40c	1.25
Purity. Pure white.....	25c	40c	1.25
Silver Pink. Clear rose.....	25c	60c	1.75

The following are extra strong growers and are of the maximum type:

	Trade Pkt.	¼ oz.	1 oz.
Cattleya. Rosy lilac.....	25c	60c	\$2.00
Copper King. Bronze copper....	25c	60c	2.00
The Rose. Deep rose.....	25c	60c	2.00

STEELE PANSIES

We find this a fine strain either for cut flowers or spring plants. Prices:

MIRACLE MIXED. 1-16 oz., 85c; ¼ oz., \$1.50; ½ oz., \$2.75; 1 oz., \$5.25; 1 oz., \$10.00; 2 oz., \$19.00.

MASTODON GREENHOUSE SPECIAL. 1-16 oz., 65c; ¼ oz., \$1.00; ½ oz., \$1.75; 1 oz., \$3.25; 1 oz., \$6.00; 2 oz., \$11.00.

DISCOUNTS—All orders of \$5.00 or over are subject to a discount of 5% when remittance is enclosed with order.

SERVICE: OUR BUSINESS IS BUILT ON SERVICE. We realize that our success depends on your success with our seed.

We issue leaflets covering in considerable detail the growing of Early or Winter Pansies, Late or Summer Pansies, Calendulas, Asters and Stocks. Any of these we gladly mail you gratis.

GEO. J. BALL NEW ADDRESS WEST CHICAGO, ILL.

WEST CHICAGO IS LOCATED 10 MILES WEST OF GLEN ELLYN AND 35 MILES WEST OF CHICAGO, ON ROOSEVELT ROAD